

What is Claimed is:

1. An apparatus, comprising:

a liquid product applicator; and

5 means to wipe liquid product from only a portion of said liquid product applicator, while leaving a greater amount of liquid product on other portions of said liquid product applicator.

2. An apparatus, as defined in Claim 1, further comprising a liquid product container for storing said liquid product, a cap and a stem from which said liquid product applicator depends, wherein one end of said stem is attached to an interior of said cap in
10 such a manner that when said cap is rotated to secure onto said liquid product container, said stem and said liquid product applicator, consequently, remain fixed with respect to the liquid product container.

3. An apparatus, as defined in Claim 1, wherein said means to wipe comprises a wiper, having an orifice, operatively attached to a container of said liquid
15 product, wherein said orifice, in a cross-section taken orthogonal to a major axis of said liquid product applicator and to a major axis of said wiper, is non-symmetrical with respect to said liquid product applicator.

4. An apparatus, as defined in Claim 3, further comprising a stem from which said liquid product applicator depends, said stem being complementary to shape of
20 said orifice.

5. An apparatus, as defined in Claim 4, wherein a proximal end of said stem is arranged such that said stem remains rotationally immobile with respect to said container when a cap is secured onto and from said container.

6. An apparatus, as defined in Claim 4, further comprising at least one
25 flexible doctor blade attached to and depending from said orifice and arranged such that said at least one doctor blade further wipes said liquid product from said portion of said liquid product applicator.

7. An apparatus, as defined in Claim 2, wherein a proximal portion of said stem is cylindrical and has a horizontal flange extending therefrom, and said horizontal flange, at a lower surface of said horizontal flange, rotationally engages a horizontal surface in said cap.

5 8. An apparatus, as defined in Claim 2, wherein a proximal portion of said stem extending into and contacting said interior of said cap and supported by an insert member fixed disposed in said cap, wherein a flange formed around said proximal portion of said stem engaging said insert member, and that the engagement of said proximal portion of said stem with said interior of said cap secures said stem in place.

10 9. An apparatus, as defined in Claim 4, wherein said stem is integral with a fitment at a proximal end thereof, said fitment being rotatably captured in said cap, and thus by virtue of non-symmetrical, said stem passing through said complementarily shaped orifice in said wiper, said liquid product applicator remains fixed with respect to said container even as said cap is rotated as it is secured onto or off of said container.

15 10. A method, comprising the steps of:

(a) providing a container of liquid product;

(b) providing a liquid applicator that can be disposed in said container of liquid product, in contact with said liquid product;

20 (c) providing a wiper operatively connected to said container of liquid product, said wiper having an orifice which, in a cross-section taken orthogonal to a major axis of said liquid product applicator and to a major axis of said wiper, is non-symmetrical with respect to said liquid product applicator;

(d) lading said liquid product applicator with said liquid product in said container; and

25 (e) wiping off said liquid product from only a portion of said liquid applicator by said orifice while passing said liquid product applicator through said orifice so that said wiped portion of said liquid applicator is able to be used to comb out said liquid product.

11. A method; as defined in Claim 10, further comprising a step of providing a stem from which said liquid product applicator depends as complementary to the shape of said orifice, wherein said stem has a proximal end of said stem arranged such that said stem remains rotationally immobile with respect to said container when a cap is secured
5 onto and from said container.

12. A dispenser for storing and applying liquid product, comprising in combination:

a container having a neck portion;

a closure cap adapted to be mounted on said neck portion of said container to
10 selectively form a seal therewith;

an elongate applicator device frictionally and turnably carried by the interior of said closure cap, said elongate applicator device having a body portion and a distal end portion receivable in an interior of said container for contact with liquid product; and

cooperable, activatable keying means on said neck portion of said container and
15 said elongate applicator device, for selectively prevent turning movement of said elongate applicator device with respect to said container;

said cooperable keying means being rendered active as said elongate applicator device and said closure cap are being installed to said neck portion of said container;

said keying means being rendered inactive as said elongate applicator device
20 and said closure cap are being withdrawn from said neck portion of said container; and

whereby, said elongate applicator device becomes restrained against turning movement with respect to said container as said distal end portion of said elongate applicator device is inserted into said neck portion of said container.

13. A dispenser, as defined in Claim 12, wherein said closure cap has formed
25 thereon continuous internal threads; and said neck portion of said container has formed thereon cooperable continuous threads, engagable with said continuous internal threads of said closure cap, wherein said keying means is activated prior to any engagement of

said continuous internal threads formed on said neck portion of said container and said continuous internal threads formed on said closure cap when said closure cap is assembled to said container.

14. A dispenser, as defined in Claim 12, wherein said keying means comprises
5 a non-circular cross sectional portion of said elongate applicator device; and said means defining a cooperable hole in said neck portion of said container; and said elongate applicator device fitting into said hole in solely a fixed registration therewith.

15. A dispenser, as defined in Claim 12, wherein said elongate applicator
device has a brush at a distal end thereof; and said keying means comprises means
10 defining a hole in said neck portion of said container; and said hole of said neck portion of said container having a configuration which complements the cross-sectional configuration of said brush.